Listing of Claims:

1-25 (canceled)

26. (previously presented) An article comprising:

a) a substrate selected from polymeric material, wood, fabric, reinforced polymers, metal, reflective sheeting, and a combination thereof, wherein the polymeric material or the polymer of the reinforced polymer comprises a polyvinyl chloride, polyester, acrylic polymer, polycarbonate, polyurethane, polyethylene acrylic acid copolymer, or polyvinyl acetate; and

b) a clear polyurethane applied as a protective layer on a first surface of said substrate, said polyurethane is a reaction product of,

i) a first component comprising one or more polyols having an equivalent weight in the range from about 28 to about 3000, optionally one or more diols having an equivalent weight in the range from about 30 to about 4000, and a catalyst; and

ii) a second component comprising at least 50 weight percent of a primary polyisocyanate having a functionality of at least three, and wherein the first and second components together are solvent free.

27. (canceled)

28. (previously presented) An article as recited in claim 26, wherein an adhesive is applied onto a second surface of said substrate opposite to the first surface of said substrate.

29. (previously presented) An article as recited in claim 26, further comprising indicia applied onto the first surface of said substrate and covered by said polyurethane.

30. (previously presented) An article as recited in claim 29, wherein said indicia is three dimensional.

31. (previously presented) An article as recited in claim 29, wherein said polyurethane layer covers all exposed surfaces of the first surface of said substrate and the indicia.

32. (previously presented) An article as recited in claim 30, wherein said three dimensional indicia comprises a cured polyurethane body having a mounting surface, a tie layer bonded to the mounting surface, and an adhesive body adhered to the tie layer.

33. (original) An article as recited in claim 26, wherein said substrate is a base substrate and one or more secondary articles are applied over said base substrate, each of said secondary articles comprising an adhesive attachment system, a substrate, and indicia.

34. (original) An article as recited in claim 33, wherein said base substrate includes indicia and said secondary articles are applied over the indicia of said base substrate.

35. (original) An article as recited in claim 33, wherein said one or more secondary articles include three dimensional articles.

36. (original) An article as recited in claim 26, wherein said catalyst is a tin-based catalyst and said polyurethane, upon exposure to moisture or carboxyl groups, does not exhibit a substantial amount of outgassing.

37. (canceled)

38. (previously presented) An article as recited in claim 26, wherein the second component further comprises one or more monomeric isocyanates.

39. (previously presented) An article as recited in claim 26, wherein the first and second components form a solvent-free admixture having an NCO:OH ratio of about 0.75 to about 1.25.

40. (previously presented) An article as recited in claim 26, wherein the polyurethane contains up to about 20 weight percent of polyether segments.

41. (previously presented) An article comprising:

a) a substrate selected from polymeric material, wood, fabric, reinforced polymers, metal, reflective sheeting, and a combination thereof, wherein the polymeric material or the polymer of the reinforced polymer comprises a polyvinyl chloride, polyester, acrylic polymer, polycarbonate, polyurethane, polyethylene acrylic acid copolymer, or polyvinyl acetate; and

b) a clear protective polyurethane layer on a first surface of the substrate, wherein the polyurethane contains primary aliphatic isocyanate crosslinking, and wherein about 25% or more of the total crosslink density is contributed by a polyisocyanate components, said polyurethane exhibiting at least one property selected from the group consisting of a flexural modulus of 1.0x108 pascals or less, a storage modulus of 1.0x108 pascals or less, a Shore A hardness of less than 94, a Hoffman scratch-hardness test result of 2 or less, and a color shift, in accordance with heat aging test ASTM D2244-79, within 1 delta E.

42. (previously presented) An article as recited in claim 41, wherein the polyurethane is a reaction product of:

(i) a first component having one or more polyols having an equivalent weight in the range from about 28 to about 3000, optionally one or more diols having an equivalent weight in the range from about 30 to about 4000, and a catalyst; and

(ii) a second component comprising at least 50 weight percent of a primary polyisocyanate having a functionality of at least three, and wherein the first and second components together are solvent free.

43. (previously presented) An article as recited in claim 41, further comprising indicia on a portion of the first surface of the substrate, wherein the polyurethane covers all exposed surfaces of the indicia and the first surface of said substrate.

44. (previously presented) An article as recited in claim 41, further comprising an adhesive layer on a second surface of the substrate, wherein the second surface is opposite the first surface of said substrate.

45. (previously presented) An article comprising:

a) a substrate having a first surface, said substrate selected from polymeric material, wood, fabric, reinforced polymers, metal, reflective sheeting, and a combination thereof, wherein the polymeric material or the polymer of the reinforced polymer comprises a polyvinyl chloride, polyester, acrylic polymer, polycarbonate, polyurethane, polyethylene acrylic acid copolymer, or polyvinyl acetate;

b) indicia on at least a portion of the first surface of the substrate; and

c) a clear polyurethane applied as a protective layer over the indicia and any exposed portions of the first surface of said substrate, wherein the polyurethane is a reaction product of:

i) a first component comprising one or more polyols having an equivalent weight in the range from about 28 to about 3000, optionally one or more diols having an equivalent weight in the range from about 30 to about 4000, and a catalyst; and

ii) a second component comprising at least 50 weight percent of a primary polyisocyanate having a functionality of at least three, and wherein the first and second components together are solvent free;

wherein the first and second components form a solvent-free admixture having an NCO:OH ratio of about 0.75 to about 1.25.

46. (previously presented) An article as recited in claim 45, further comprising an adhesive layer on a second surface of said substrate.

47. (previously presented) An article comprising;

a) a substrate selected from polymeric material, wood, fabric, reinforced polymers, metal, reflective sheeting, and a combination thereof, wherein the polymeric material or the polymer of the reinforced polymer comprises a polyvinyl chloride, polyester, acrylic polymer, polycarbonate, polyurethane, polyethylene acrylic acid copolymer, or polyvinyl acetate; and

b) a flexible clear polyurethane applied as a layer on a surface of said substrate, said flexible polyurethane comprising a reaction product of,

i) a first component included one or more polyols having an equivalent weight in the range from about 28 to about 3000, optionally one or more diols having an equivalent weight in the range from about 30 to bout 4000, and a catalyst; and

ii) a second component comprising a primary aliphatic isocyanate crosslinker having at least 50 weight percent polyisocyanate,

wherein the first and second components together are solvent free.

48. (previously presented) An article as recited in claim 26, wherein the first component comprises greater than about 20 weight percent polyester.

49. (previously presented) An article as recited in claim 26, wherein the primary polyisocyanate comprises a primary aliphatic polyisocyanate.

50. (previously presented) An article as recited in claim 45, wherein the first component comprises greater than about 20 weight percent polyester.

51. (previously presented) An article as recited in claim 45, wherein the primary polyisocyanate comprises a primary aliphatic polyisocyanate.

52. (previously presented) An article as recited in claim 47, wherein the first component comprises greater than about 20 weight percent polyester.

53. (previously presented) An article as recited in claim 41, wherein the first component comprises greater than about 20 weight percent polyester.

54. (previously presented) An article as recited in claim 26, wherein said clear polyurethane protective layer has a curved outer surface.

55. (previously presented) An article as recited in claim 41, wherein said clear protective polyurethane layer has a curved outer surface.

56. (previously presented) An article as recited in claim 45, wherein said clear polyurethane protective layer has a curved outer surface.

57. (previously presented) An article as recited in claim 47, wherein said clear polyurethane layer has a curved outer surface.

58. (previously presented) The article of claim 26, wherein at least a portion of the substrate is visible through the polyurethane protective layer.

59. (previously presented) The article of claim 41, wherein at least a portion of the substrate is visible through the polyurethane protective layer.

60. (previously presented) The article of claim 45, wherein at least a portion of the substrate is visible through the polyurethane protective layer.

61. (previously presented) The article of claim 47, wherein at least a portion of the substrate is visible through the polyurethane protective layer.